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CITY HALL
LOS ANGELES, CALIFORNIA 90012
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OFFICE OF THE MAYOR

TOM BRADLEY
MAYOR

INCENTIVES TO REDUCE TRAFFIC CONGESTION

AND

AIR POLLUTION:

AN EIGHT PART INITIATIVE FOR A GREATER LOS ANGELES

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Mayor Bradley proposes the following eight part initiative to reduce traffic congestion and air pollution in greater Los Angeles:

I. REDUCING CONGESTION CAUSED BY TRUCK TRAFFIC.

(A) Peak load pricing (user permits) for trucks on City streets. The City of Los Angeles will mandate that truck operators pay a significant fee to the City for the privilege of driving their trucks on City streets during peak traffic periods. The amount of the fee imposed by the City will be large enough to encourage truckers to go about their business during non-peak driving periods. Truckers who do not pay this fee will be prohibited from operating their trucks on City streets during rush hour. The truckers who absolutely must use City streets during rush hour will be able to do so upon payment of the fee. Funds derived from this fee on truckers will be used by the City initially to capitalize the rapid deployment cleanup force (see subpoint I (C), below) and to mitigate the excessive congestion, road damage and safety hazards caused by trucks.

The City will take this action pursuant to the California Vehicle Code, including Sections 21101(c) and 35701. The hours of peak traffic periods, as well as the size of the trucks to be regulated, will be determined by the City's elected officials and traffic experts after a series of public hearings held in accord with Section 35705 of the Vehicle Code.

(B) Peak load pricing (user permits) for trucks on state highways. The City will seek authority from the California Department of Transportation to impose similar fees on truck operators who use the state freeway system during peak traffic periods. Once again, the City-imposed fees will be significant enough to discourage truckers from making unnecessary trips on freeways during rush hour.

The state Department of Transportation is authorized to approve the City's regulation of freeway traffic under Section 35702 of the Vehicle Code. (Of course, the City's regulations would apply to those state freeways that run through Los Angeles City limits.)

Assuming that the City obtains the authority from the state to institute peak load pricing for trucks, the City would impose a single fee on trucks to cover rush hour driving on both City streets and state highways.

(C) A rapid deployment cleanup force funded by truck owners to quickly clean up freeway accidents caused by trucks. The City of Los Angeles will ask for state legislation to force truck operators pay the cleanup costs when truckers are responsible for traffic-snarling accidents. Under the legislation proposed by the City, the funds derived from this program will be used to provide for a force of helicopters, accident removal equipment,



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and personnel. The sole mission of this force will be to quickly remove damaged vehicles and accident debris from the road so that traffic can flow smoothly. This legislation will be modeled after programs requiring oil companies to pay for oil spill cleanup costs. Funds derived from the City's peak load fee on trucks will initially be used to capitalize the rapid deployment cleanup force. When an accident occurs, the amount of the fine to be paid by the trucker will be based on the real cost of the damages caused by the accident. These damages will include not only the cleanup costs incurred by the rapid deployment force but also the loss of time suffered by the community because motorists are trapped on the freeways as a result of the accident.

(D) Strict prohibition on blocking lanes with curbside deliveries during rush hour. The City will prohibit all curbside deliveries on Los Angeles' heavily traveled streets by trucks during peak traffic periods. Where curbside deliveries are already prohibited by law, the City will step up its enforcement efforts. Furthermore, the City's Department of Transportation will be directed to review existing loading zones and to suggest alternative loading sites on less congested streets.

II. REDUCING TRAFFIC FLOWS DURING PEAK PERIODS WITH STAGGERED WORK HOUR AND RIDESHARING RULES.

The City will give employers with between 200 and 700 employees six months to develop voluntary traffic reduction programs. The goal of these voluntary programs will be to increase the per car occupancy rate of employees to 1.75 in the Central Business District and 1.5 elsewhere in the City. Employers adopting voluntary programs must submit their plans along with a fee to the City; the City Department of Transportation will then evaluate the adequacy of the plans. Employers submitting inadequate plans will be given an opportunity to make needed changes. Those employers who do not adopt voluntary programs, or whose voluntary programs are ultimately deemed to be ineffective, will then be covered by the mandatory ridesharing ordinance.

The law will require that the performance goals for trip reduction be met during a specified time period; however, each employer will have a variety of options to achieve the goal:

(A) Staggered work hours: Employers may stagger employee work hours so that employees do not all arrive at work at the same time during peak traffic periods.

(B) Ridesharing: The recently adopted ridesharing ordinance already imposes mandatory ridesharing goals on employers with 700 or more employees and provides guidelines for the achievement of those goals.

(C) Telecommuting: Employers can make it possible for some employees to work part of their week at home using emerging telecommuting technologies.

(D) Incentives to use mass transit facilities: Employers may provide financial and other incentives to employees to increase the use of mass transit and van pools. They may also raise the cost of parking to employees to true market value and allow employees to decide whether they wish to use their increased parking subsidies for parking or for other fringe benefits. (See also point VII, below.)

The Mayor will also assure that the City of Los Angeles serves as a model employer for the private sector in encouraging ridesharing and staggered work hours. The City Department of Water and Power already has an excellent program to promote ridesharing and other traffic reduction methods. Mayor Bradley will instruct the City Administrative Officer to assure that each City department has a similarly ambitious and successful plan.

III. SUBSTANTIALLY INCREASE FINES FOR SERIOUS TRAFFIC CONSTRICTING VIOLATIONS.

The City will seek authority to increase to \$100 fines for running red lights, making illegal left turns, and parking in tow away zones. The Police Department and parking enforcement personnel will also be directed to intensify enforcement efforts against these violations.

In addition, the City will seek authority to levy the maximum possible fines for motorists who violate the pending anti-gridlock law by blocking intersections and snarling traffic.

IV. INCREASED ACTION TO REMOVE ILLEGALLY PARKED CARS DURING RUSH HOURS.

The City now tows illegally parked cars as soon as rush hour begins. This policy should be changed so that towing begins one-half hour before rush hour starts. For example, it is now illegal to park in certain areas between 7:00 and 9:00 a.m., and the City's towing efforts begin at 7:00 a.m. The City should make it illegal to park one-half hour before rush hour begins (at 6:30 a.m.), and the City should begin towing a half hour before rush hour starts. Likewise, the City will make it illegal to park one-half hour before evening rush hour begins (at 3:30 p.m.), and the City will begin towing a half hour before evening rush hour starts. This reform will become particularly important as employers begin to stagger business hours.

V. STEPS TO FACILITATE TELECOMMUTING.

Working at home will become an important component of the Los Angeles economy in the next decade. In some cases, however, City zoning laws may technically prohibit individuals from conducting business by computer or telephone in their homes. To facilitate telecommuting and thereby reduce traffic flows, the

City will make narrow changes to its zoning laws to permit telecommuting.

VI. RESCHEDULING STREET WORK BY CITY AGENCIES.

The Los Angeles Department of Water and Power has already implemented a successful program to begin all street work after rush hour and to terminate all such work by 3:00 p.m. Other City agencies will institute similar policies so as to minimize the impact of street construction work.

VII. INITIATE LEGISLATION TO ELIMINATE COUNTERPRODUCTIVE FEDERAL AND STATE TAX INCENTIVES.

Under current federal income tax laws and regulations, an employee does not have to pay income taxes on any parking subsidy that he receives from his employer. In other words, if an employer provides a free parking space to an employee, the employee need not report the value of that space as income. Likewise, if an employer pays an employee \$100 a month to subsidize the employee's parking, the employee is not obligated to report that \$100 as income.

On the other hand, an employee must report as income any subsidy over \$15 he receives from his employer for bus transportation, vanpooling or ridesharing. So, if an employer pays an employee \$100 a month to subsidize the employee's monthly bus pass, the employee must report \$85 of that sum as income.

Thus, the federal tax laws create incentives for employees to drive to work and park; at the same time the laws create disincentives for the use of mass transit, vanpooling and ridesharing.

The tax law should be changed so that employer subsidies for parking and mass transit are treated identically. In other words, both sorts of subsidies should be reported as income, or both should not be considered income. Mayor Bradley has already initiated efforts on the federal level to introduce legislation to achieve this result.

VIII. ACCELERATE THE IMPLEMENTATION OF THE CITY'S ONGOING TRAFFIC SIGNAL SYNCHRONIZATION PROGRAM.

Synchronizing traffic signals can increase the capacity of existing City streets by 10 to 20 percent. The City's ongoing Automated Traffic Surveillance and Control System ("ATSAC") was initiated in preparation for the 1984 Summer Olympics and was an important reason why traffic moved so smoothly around the Coliseum. ATSAC is currently being extended to 212 intersections in the Central Business District.

Under Mayor Bradley's proposal, the City will dramatically

accelerate the ATSAC program. In particular, ATSAC will be expanded to other areas that are especially congested. These areas include Westwood, the Santa Monica Freeway corridor (where ATSAC will be integrated with the existing freeway communications system), and the Ventura Boulevard corridor (where ATSAC will mitigate the impact of the Ventura Freeway construction program). Funds to pay for this acceleration of ATSAC would be derived in part from the fees that must be paid by developers before new developments can come on line.

In conjunction with his eight part program, Mayor Bradley will continue to pursue aggressively the following initiatives that he has already undertaken:

I. TRAFFIC MOBILITY ACTION COMMITTEES.

Mayor Bradley has appointed four Traffic Mobility Action Committees -- covering the downtown area, Westwood, Hollywood, and the San Fernando Valley. These four committees consist of community members from each geographic area as well as representatives of relevant City agencies. The Mobility Action Committee for the downtown area was established first and has provided a model for cooperation among government, business, and community groups. As a result of the downtown Mobility Action Committee, a series of reforms such as one-way streets, new parking regulations, peripheral parking facilities, and mini-buses has already improved traffic flow in the downtown area. Similar improvements will emerge from the Westwood, Hollywood and San Fernando Valley Mobility Action Committees.

In the near future Mayor Bradley will announce the establishment of a Traffic Mobility Action Committee for the Century City area.

II. THE TRANSPORTATION MANAGEMENT ORGANIZATION FOR THE DOWNTOWN AREA.

Several months ago Mayor Bradley called for the creation of the downtown Transportation Management Organization ("TMO"). The TMO will permit major downtown employers to solve mutual traffic problems in a coordinated and cooperative fashion. For example, the TMO may enable several large employers to establish joint downtown shuttle systems that will both reduce congestion and help employers comply with the ridesharing ordinance. The effectiveness of the transportation management organization concept has already been amply demonstrated by the Valley's Warner Center TMO, which has successfully managed traffic flow in and around the Warner Center development.

III. THE INTERAGENCY TASK FORCE ON TRAFFIC.

The Interagency Task Force on Traffic was created last fall to help speed traffic flow throughout the Central Business District. In particular, the Interagency Task Force is seeking ways to mitigate the congestion caused by major construction projects. The members of the Interagency Task Force, which include the appropriate government agencies and large private employers, will develop coordinated plans to deal with Metrorail construction, light rail construction, and a variety of private construction projects. The goal of the Task Force is to minimize the impact of these construction projects on the City's traffic flow.

NEWS

MAYOR TOM BRADLEY

Date: THURSDAY, JUNE 18, 1987

Contact: Ali Webb
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DeeDee Myers

Release: IMMEDIATELY

BRADLEY UNVEILS COMPREHENSIVE "FREE-FLOWING TRAFFIC" INITIATIVE

Setting the "free-flowing traffic of the 1984 Olympics Games" as the goal, Mayor Tom Bradley today unveiled a series of major initiatives to reduce traffic jams.

"Those golden days of free flowing traffic during the Olympics will be remembered. Free flowing traffic on our highways and streets confounded all the nay-sayers. I tell you today -- what we did in 1984 for 16 days -- we can do on a permanent basis," said Bradley.

"Another critical benefit of traffic reduction is a clean-up of our air. The less traffic snarls we all sit in, the less exhaust we put in the air and more energy we save. This plan has the potential of a triple whammy," said Bradley.

Bradley's far reaching proposals include imposition of a fee on trucks that use freeways and surface streets during peak commuting hours, stiff fines against truckers who cause accidents that tie up traffic, prohibition of curbside truck deliveries during rush hours, and an amendment to the City's new "ridesharing ordinance" to include all businesses with 200 or more employees with an emphasis on staggered work hours.

Also included in Bradley's eight point "Free-Flowing Traffic Initiatives" are big fines for moving violations such as running red lights, making illegal left turns and parking in towaway zones. Removal of vehicles parked illegally during rush hour would begin earlier, street work by City crews would be rescheduled away from peak hours, and zoning changes would be proposed to facilitate "telecommuting."

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In addition, Bradley ordered work on a plan that would increase ridesharing among city employees by 25 percent in 18 months. "I will be calling on all levels of government to get involved. Right now, I want the county, federal and state offices in the Civic Center area to come together to form a Transportation Management Organization to work cooperatively on ride-sharing, staggered hours and other traffic reduction measures. Those four levels of government are major employers in the downtown area," he said.

"In the past few years, we've all noticed the increase in traffic on the city's freeways and surface streets, and we have spent thousands of frustrating hours wondering how we can turn back the clock to the days of free-flowing traffic," Bradley said.

"To answer this question, we have to look at the causes," he said. "One major contributor to traffic jams is trucks, and especially truck accidents, which can tie up freeways for hours. Under my proposal, truck operators would be given clear incentives to stay off the roads when the commuters need them most -- at rush hour."

The Mayor's comprehensive proposal would mandate that truck operators pay a fee for driving their trucks within City limits during peak traffic periods. This progressive concept, known as "peak load pricing," will tend to encourage most truck operators to reschedule deliveries for early morning, mid-day or evening hours, while allowing those operators who must deliver during rush hour to do so at an additional cost. Curbside deliveries during rush hour would be banned under Bradley's plan.

As a further incentive for truckers to avoid rush hour, the city will seek state legislation to force truck operators to pay the cleanup costs when trucks cause traffic-snarling accidents. These costs will include a fine that will be calculated based on the degree of disruption the accident imposed on the traffic system.

Thus, an accident that takes place at 7:30 a.m. would prove far more costly to the trucker than an accident occurring at 7:30 p.m. Revenues from these fines and fees would be used to pay for and equip accident removal strike teams to quickly remove damaged vehicles from the roadways.

A third major element of Bradley's plan calls for an ordinance to encourage voluntary traffic reduction plans for businesses that employ or buildings that house between 200 and 700 employees. The Bradley ordinance widens the scope of the Ridesharing Ordinance adopted this year.

"This new ordinance will give a six month period for employers and buildings with between 200 and 700 employees to voluntarily develop the traffic reduction plans required by the ordinance. If the voluntary participation doesn't work, we will mandate it."

The Mayor added that he expected City of Los Angeles to "serve as a model" to the private sector in encouraging ridesharing and staggered work hours among their employees. He said that more city workers should be participating in traffic reduction programs.

"The Department of Water and Power has an excellent program to promote ridesharing and other traffic reducing methods among its employees. I expect every city department to follow suit and I have instructed the City Administrative Officer to make sure that every department has a plan and that it is working," he said.

The Mayor said he would order other city agencies to institute programs to begin all street work after rush hour, and conclude it by 3 p.m., in order to minimize the traffic impact of street construction work. Bradley also requested a review of city zoning laws to make it easier for firms to assign employees to work at home via telephone and computer.

"I will also initiate legislation to eliminate counterproductive federal tax regulations. The federal tax law provides a great disincentive for employees to rideshare and rewards them for parking their cars. I will be calling on Congress to enact changes in the tax law," said Bradley.

"Reducing traffic and the air pollution that traffic jams cause will take the best efforts of all of us. We need to reactivate that special feeling of Olympic cooperation. No one likes sitting in traffic or breathing smoggy air, but to solve both of these problems we need to change some of the ways that we use automobiles. I am committed to finding solutions," he said.

"Many people have contributed to the discussions which produced these proposals. I would like to give special thanks for the contribution of two well known traffic management experts that come from our own major Universities, Professor Peter Gordon, Associate Dean School of Urban and Regional Planning, University of Southern California and Donald C. Shoup, Professor of Urban Planning, Graduate School of Architecture and Urban Planning, UCLA," Bradley said.

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NEWS

MAYOR TOM BRADLEY

Date: THURSDAY, AUGUST 13, 1987

Release: IMMEDIATELY

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/DeeDee Myers

BRADLEY ANNOUNCES EXPANDED TOWING TO REDUCE TRAFFIC CONGESTION

As part of his sweeping effort to restore free flowing traffic to the city's streets and highways, Mayor Tom Bradley today launched the first initiative of his eight-point policy to reduce traffic congestion.

Bradley announced that the city will extend rush hour parking restrictions and implement an expanded towing effort along many of the city's most heavily-traveled arteries.

"By extending 'Tow Away' hours and clearing those restricted zones during rush hour, we can significantly reduce drive time and improve air quality in Los Angeles," Bradley said. "But in order for this plan to succeed, we need the help of everyone who drives and parks in this city. By announcing this program today -- two weeks before we begin intensified towing -- we hope to save motorists the expense and inconvenience of having their cars towed," the mayor said.

Bradley pointed out that cars parked in the curbside lane during peak traffic hours create a serious "logjam." When the additional lane is cleared and used by motorists, congestion is dramatically reduced, he said.

"With cars parked in the curbside lane, a five-mile trip takes an average of 20 minutes. But with full use of our streets, that same trip takes an average of only 13 minutes. That's a 30 percent reduction in travel time," he said.

Bradley said that if the right of way were available, adding an additional traffic lane to city streets would cost nearly \$10 million per mile.

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The Department of Transportation will begin the expanded towing effort along six heavily-traveled arteries around the city, Bradley said. (See attached list of street names and the corresponding hours of restricted parking.) A Peak Hours Tow Away Unit, consisting of two supervisors and ten traffic enforcement officers, will spearhead the effort. As intensified towing is implemented -- and the number of cars who park in "Tow Away" zones during peak hours is significantly reduced or eliminated -- the Unit will expand its focus to additional streets. Bradley pointed out that the action by the towing teams will supplement towing already being carried out by other DOT personnel.

"We want everyone to know that rush hour parking restrictions will be strictly enforced. If all the city's motorists comply with the law, not only will we reap the benefits of free-flowing traffic, but the city won't have to tow any cars," the mayor said.

Bradley said he has also asked the City Council to seek approval to increase the fine for parking in 'Tow Away' zone during rush hours to \$53 from \$28.

"Motorists should be warned that ignoring 'Tow Away' signs is an inconvenient and costly venture," Bradley said. "When the fine is increased, the parking ticket will run \$53, the towing fee an average of \$50.50 and storage at the towing garage \$8.50 per day. People may have gotten away with parking in 'Tow Away' zones in the past; I assure you, those days are gone.

"In the long run, this plan will save the city money and motorists time," said Bradley. "But it is only one element of my plan to reduce congestion and air pollution in Los Angeles. In the coming months, I will continue to implement initiatives designed to inject smooth sailing back into our streets and highways. And with cooperation of the city's residents, I am confident we will succeed."

In addition to the expanded towing effort and additional measures to clear traffic lanes, Bradley's innovative traffic policy includes:

- Implementing peak load pricing for trucks who use city streets and highways during rush hour;
- Expanding staggered work hours and ride sharing;
- Eliminating state and federal tax laws which discourage ridesharing and public transportation;
- Accelerating the city's computerized traffic signal synchronization program; and
- Implementing additional measures to clear traffic lanes.

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STREETS DESIGNATED FOR INTENSIFIED
PEAK HOUR ENFORCEMENT

1. Nordhoff Street	7:00 - 9:00 A.M.	4:00 - 6:00 P.M.
2. Ventura Boulevard	7:00 - 9:00 A.M.	3:30 - 7:00 P.M.
3. Highland Avenue	7:00 - 9:00 A.M.	3:00 - 7:00 P.M.
4. Los Feliz Boulevard	7:00 - 9:00 A.M.	4:00 - 6:00 P.M.
5. La Cienega Boulevard	7:00 - 9:00 A.M.	3:30 - 6:00 P.M.
6. Olympic Boulevard	7:00 - 9:00 A.M.	3:00 - 7:00 P.M.

NEWS

MAYOR TOM BRADLEY

Date:

WEDNESDAY, SEPTEMBER 23, 1987

Contact: Ali Webb

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DeelDee Myers

Release: IMMEDIATELY

MAYOR ANNOUNCES 60-DAY HALT TO U.S. AIR FORCE SHIPMENTS OF ROCKET FUEL THROUGH CITY

Mayor Tom Bradley today (September 23) announced he has reached an agreement with the U.S. Department of Defense to impose an immediate 60-day freeze on all U.S. Air Force shipments of highly volatile and toxic military rocket fuel through the City of Los Angeles. Bradley said, "I am pleased that I can tell the people of Los Angeles that they will now have no fear that an accident would release this highly toxic fuel on our streets or freeways."

Bradley said nitrogen tetroxide rocket fuel shipments will be halted for 2-months while the Department of Defense confers with local and state officials on the selection of alternative transportation routes that will keep the rocket fuel away from heavily-traveled freeway and highly populated areas.

Bradley said, "I am pleased to be able to announce that we have successfully stopped the U.S. Air Force's dangerous rocket fuel cargo from being transported through our city beginning immediately. Over the next 60-days, federal agencies will survey and select alternative routes for shipping this hazardous material. I have been assured that the routes that will ultimately be selected will not pass through our city limits.

Bradley said his negotiations with Defense Department officials took place over the last few days after publication of news reports regarding the routine hazardous rocket fuel shipments along the Ventura Freeway in the San Fernando Valley.

"The potential for catastrophe has been averted on our highways and in communities near our freeways through this agreement," Bradley stated.

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City Hall, Room 305, Los Angeles, California 90012

NEWS

MAYOR TOM BRADLEY

Date: WEDNESDAY, OCTOBER 14, 1987

Release: IMMEDIATELY

Contact: Ali Webb
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DeeDee Myers

MAYOR ANNOUNCES PROGRAM TO DRAMATICALLY CURB "RUSH HOUR" COMMERCIAL CURBSIDE DELIVERIES

Mayor Tom Bradley today (October 14) announced the start of a new program to promote free-flowing traffic at curbsides during peak traffic periods throughout the city by providing off-street parking space for commercial delivery vehicles. The new commercial vehicle 'rush hour' parking proposal was one of eight initiatives in a wide-ranging Bradley Traffic Plan to reduce congestion and air pollution unveiled last August.

Bradley said, "We have reached agreement with the Parking Association of California, representing 90% of all commercial parking facilities in the city, to provide parking spaces for commercial delivery vans, trucks, cars and mini-trucks.

"These vehicles and their drivers have traditionally used the curbside lanes to make early morning or late evening deliveries, at a time when traffic on surface streets is at its heaviest.

"Thanks to an agreement negotiated with the Parking Association of California, major package delivery firms and courier and messenger services, we now have the means to ensure that drivers of commercial vehicles end their habit of parking curbside during 'rush hour.' This agreement leaves no excuses for parking curbside at 'rush hour' and we can assure violators that they will be towed."

Bradley said the package delivery business "will not miss a beat" under his program and traffic congestion and air pollution will be slashed. He stated that the delivery vehicle off-street parking plan will work in conjunction with the city's intensive curbside towing program to remove illegally parked cars during peak traffic

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City Hall, Room 305, Los Angeles, California 90012

periods. "The result of these two programs will be to create the best free-flowing, fast-moving surface streets during morning and evening commutes of any major city in the nation," Bradley said.

Bradley said the city's Commercial Vehicle Parking Facility Access Plan for Traffic Reduction will accommodate the needs of local merchants and businesses while serving the congruent needs of delivery, courier and messenger services. He said Parking Association of California members -- who operate over 1,500 parking facilities citywide -- have agreed to offer parking spaces to commercial delivery vehicles to ease surface street traffic gridlock without hampering speedy package deliveries.

The Bradley plan will encourage companies to buy parking spaces in advance (with script), pay cash at the time of deliveries or make special arrangements with local parking facility operators. Parking spaces would be made available on a basis consistent with the size, height and layout conformity (practical admission, turning, parking and exiting parameters) of individual parking facilities. Bradley stated that "NO TRUCKS ALLOWED" signs will be removed at participating parking facilities to be replaced by "DELIVERY TRUCKS WELCOME HERE" signs.

Bradley said, "Two of this country's largest package delivery companies -- Federal Express and United Parcel Service -- have agreed to voluntarily adopt our Commercial Vehicle Parking Facility Access Plan for their trucks, vans and mini-trucks making 'rush hour' deliveries each day."

Paraphrasing the TV commercial claims of the two major package delivery firms, Bradley quipped, "With the broad-based cooperation of the delivery companies and the parking facilities, we can say without equivocation: When you absolutely, positively need to get to work quick and get your packages delivered without delay, Los Angeles runs the fastest curbsides in the traffic business!"

Bradley added that the Association of Messenger and Courier Services, a trade association of smaller package delivery firms, has also signed-on to participate in the parking access/gridlock reduction program.

Bradley stated that the delivery vehicle off-street parking access program will be coupled with increased enforcement of illegal parking and tow-away zones. He said the city Department of Transportation will also begin a parking sign test program targeting commercial vehicles to develop new parking signs that clearly define approved parking for commercial pick-ups and deliveries.

Bradley said, "Many areas are designated 'Loading Areas' during off-peak hours but convert to 'No Stopping, Tow-Away Zones' during peak traffic hours. Current curbside parking signage does not adequately specify appropriate loading and unloading areas. Commercial vehicle drivers often end up parking in tow-away zones during peak hours believing such parking is permitted."

Under the Bradley plan, the city Department of Transportation will step-up its ticketing and towing program for commercial vehicles in areas that have shown a marked rush hour traffic flow disturbance caused by illegally parked commercial trucks and vans.

Bradley said the city Transportation Department will focus its initial Commercial Vehicle Parking Enforcement Program on the city's following surface streets:

- BROADWAY (between Olympic Boulevard and First Street)
- LOS ANGELES ST. (between Olympic Blvd. and First St.)
- 1ST STREET (between Alameda Blvd and San Pedro St.)
- 4TH STREET (between Broadway and Alameda Blvd.)
- 5TH STREET (between Broadway and Alameda Blvd.)
- 6TH STREET (between Broadway and Alameda Blvd.)

- 7TH STREET (between Broadway and Alameda Blvd.)
- FLOWER STREET (between Fifth and Eleventh Streets)
- WILSHIRE BOULEVARD (between Vermont and Western Aves.)
- BROOKLYN AVE. (between Evergreen Ave. and State St.)
- 6TH STREET (between Alvarado St. and the Harbor Fwy.)
- VENTURA BLVD. (between 405 Fwy and Balboa Blvd.)

Bradley was joined at his news conference by David Vint, Senior Manager of Operations, Federal Express; Jack Allen, Regional Coordinator, United Parcel Service (UPS); Thomas Phillips, president, Parking Association of California; Stanley Long, executive director, Parking Association of California; and Irwin Winston, Association of Messenger and Courier Services.

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NEWS

MAYOR TOM BRADLEY

Date: TUESDAY, NOVEMBER 3, 1987

Release: IMMEDIATELY

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(213) 485-5182

BRADLEY ADDS NINTH POINT TO TRAFFIC-REDUCTION PLAN

Armed with sample maps of key traffic hot spots and a pledge to kick his fast-flowing traffic plan into "overdrive," Mayor Tom Bradley today added a ninth point to his eight-point traffic plan, creating an information distribution system that will allow motorists to "steer clear of potential highway hazards."

Under the new system, the city will distribute maps and other up-to-date information to the print and electronic media, place more traffic control officers in congested areas and post informational signs at road construction sites.

"During the 1984 Olympic Games and again during the visit of Pope John Paul II, traffic flowed freely in this city," Bradley told a City Hall news conference. "All the gloom-peddling pundits were left with egg on their faces, as chaos and gridlock failed to materialize.

"One of the key components of those successful traffic plans was informed drivers. With the help of the news media, we were able to provide motorists with up-to-date information on traffic conditions around the city, and they in turn selected less-congested routes," the mayor said.

"As part of our on-going effort to reduce congestion and air pollution throughout Los Angeles, we are implementing a system to provide the public with vital information on traffic conditions around the city."

According to Bradley, the city will enlist the help of the media in two ways.

First, drawing on information from the Department of Transportation (DOT), offices

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in the Department of Public Works and its own permitting bureau, the City Engineers Office will draft maps showing key traffic areas and distribute them to the print media each week.

"The maps -- which will cover heavily traveled areas around the city including Downtown, Westwood, Century City, Hollywood, Westchester/LAX and the San Fernando Valley -- will inform drivers of street closures and construction, allowing them to adjust their routes accordingly," Bradley said. "When the Department of Transportation recommends alternate routes, they will also be indicated."

In addition, DOT helicopters will relay up-to-the-minute information on traffic trouble spots to the electronic media. Working with the LAPD traffic officers and its own traffic control officers, DOT will report accidents, heavy congestion and other tie-ups to traffic news services and individual radio and television stations. News organizations will then pass the information on to motorists, particularly during morning and evening rush hours.

"During the Olympics and the Pope's visit, our local news organizations provided an invaluable transportation service, disseminating information that helped ease congestion. We look forward to similar results on an on-going basis," the mayor said.

DOT will also provide additional traffic control officers in key areas throughout Los Angeles.

"Traffic control officers play an important role in relieving congestion in areas where heavy traffic, road construction or other hazards cause problems," the mayor said.

Bradley said that additional officers will be deployed downtown and in Westwood, Century City, Hollywood, Westchester/LAX and the San Fernando Valley. He added that he will ask his Mobility Action Committees, made up of residents and business people in each of those areas, to suggest specific intersections where the officers will have the

greatest potential impact; those recommendations will then be reviewed by DOT engineers.

"Working with people who live and work in every area of the city, I believe we can use our limited resources more effectively and provide smooth and free-flowing traffic during the Holiday Season and throughout the year," the mayor said.

Finally, Bradley said the city will post additional signs in street construction areas, spelling out the purpose and duration of the construction and suggesting alternate routes where appropriate.

"By requiring the city, as well as private contractors, to give city residents needed information about construction projects and road improvements, we can eliminate confusion and enhance the flow of traffic throughout the city.

"I am committed to reducing congestion and air pollution throughout Los Angeles," Bradley said. "Several months ago, I introduced an eight-point traffic plan; today I have added a ninth point. I will continue to work to implement these and other initiatives until we have achieved our goal: free-flowing traffic reminiscent of the 1984 Olympic Games."

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NEWS

MAYOR TOM BRADLEY

Date: WEDNESDAY, DECEMBER 30, 1987 Contact: Fred MacFarlane
Release: IMMEDIATELY Dee Dee Myers
(213) 485-5182

MAYOR SIGNS ANTI-GRIDLOCK LAW, RECAPS PROGRESS ON BRADLEY "FREE-FLOWING" TRAFFIC PLAN

Mayor Tom Bradley today (December 30) signed into law a measure that will significantly increase fines for motorists who illegally clog intersections, run red lights and make illegal left turns throughout the city. At a City Hall signing ceremony for the city's new Anti-Gridlock Ordinance, Bradley said, "Gridlock is extremely frustrating for every commuter in Los Angeles and it also represents a serious threat to public safety. With this new law, we intend to send the message to every driver: If you enter an intersection in this city, you had better be able to clear out of that intersection before your green light turns red."

Bradley said the anti-gridlock law will set fines of \$50 to \$100 for motorists who ignore "Do Not Block Intersection" signs. He said second-time offenders will face fines between \$100 to \$200. Fines for third-time offenders could reach \$500.

"Blocking intersections is not just inconsiderate and annoying. Drivers who illegally use our intersections as momentary parking spaces also prevent emergency vehicles in the city from getting to their urgent destinations," Bradley said.

Bradley was joined at the anti-gridlock signing ceremony by Councilman Nate Holden, chairman of the City Council Traffic and Transportation Committee and City Councilman Mike Woo, author of the anti-gridlock measure. Bradley said the new law was an important component of his "Free-Flowing Traffic Initiative" announced in June 1987.

After signing the anti-gridlock law, Bradley recapped progress that has been made this year in the battle against traffic congestion throughout the city.

- more -

Bradley said, "Last June, I proposed a plan containing elements similar to those used during the 1984 Olympic Games to ease traffic tie-ups and speed commuters on their way during morning and evening 'rush hours.' I am pleased to say that as we approach 1988, the vast majority of that plan has been implemented. That is the good news. But better than that, what we implemented is working!"

Under Bradley's Free-Flowing Traffic Initiative he proposed:

- Towing of Cars Illegally Parked in Curbside Lanes During Rush Hour
- Actions to Eliminate Delivery Truck Parking in Curbside Lanes During Rush Hour
- Lower Commute Times through Increased Ridesharing by City Workers and Businesses with More Than 200 Employees
- Increased Parking Lot Fees for City Workers Who Fail to Rideshare
- Accelerated Implementation of the City's Automated Traffic Signal System (ATSAC)
- Stiff Fines for Motorists Who Block City Intersections
- Formation of Traffic Mobility Committees in Westwood, Hollywood, Westchester/LAX San Fernando Valley and Downtown Los Angeles
- Zoning Changes to Promote Telecommuting by Private/Public Sector Workers
- Mandatory Licenses for Trucks Using L.A. Freeways During Peak Hours
- Creation of a Rapid Response Accident Clean-Up Force
- Elimination of Federal and State Tax Dis-Incentives on Ridesharing and Mass Transit Use

Bradley said the few elements of his traffic initiative that have not yet been implemented are license fees for truck drivers using freeways through the city during "rush hour," changes in city zoning laws to allow more workers to telecommute to their jobs, changes in state and federal tax laws which hurt ridesharing programs and

mass transit use, and creation of a city accident rapid response clean-up team. But Bradley pledged he would not let up on his quest for speedier surface streets and freeways until his full "Free-Flowing Traffic Initiative" is implemented in 1988.

Bradley thanked Council members Holden and Woo for their contributions to free-flowing traffic in the city and for their strong support and key role within the Council for the elements of his traffic management plan which are now in place.

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UPDATED LIST OF
CRITICAL INTERSECTIONS FOR
POSTING OF "ANTI-GRIDLOCK" SIGNS

December 17, 1987

1. Alico Street & Los Angeles Street
2. Alico Street & Main Street
3. Alico Street & Spring Street
4. Alico Street & Alameda Street
5. Avenue 20 & North Broadway
6. Long Beach Freeway On/Off-Ramps & Valley Boulevard
7. 18th Street & Grand Avenue
8. 1st Street & Olive Avenue
9. 1st Street & Hill Street
10. 1st Street & Broadway
11. 1st Street & Spring Street
12. 1st Street & Main Street
13. 1st Street & Los Angeles Street
14. 3rd Street & Spring Street
15. 3rd Street & Broadway
16. 5th Street & Spring Street
17. 6th Street & Figueroa Street
18. 6TH Street & Flower Street
19. 6th Street & Grand Avenue
20. 6th Street and Olive Street
21. 7th Street & Figueroa Street
22. 7th Street & Flower Street
23. 8th Street & Figueroa Street
24. 8th Street & Spring Street
25. 8th Street & Flower Street
26. 9th Street & Figueroa Street
27. Temple Street & Main Street
28. Temple Street & Spring Street
29. Temple Street & Grand Avenue
30. Temple Street, Hope Street & Santa Ana Freeway S/B On-Ramp
31. Temple Street & Hollywood Freeway S/B Off-Ramp (W/O Hope Street)
32. Wilshire Boulevard & Figueroa Street
33. Broadway & 7th Street
34. Broadway & 6th Street
35. Broadway & 5th Street
36. Alpine Street & Broadway
37. College Street & Broadway
38. Olympic Boulevard & Flower Street
39. Olympic Boulevard & Grand Avenue
40. Olympic Boulevard & Olive Street
41. Olympic Boulevard & Hill Street
42. Olympic Boulevard & Broadway
43. Olympic Boulevard & Spring Street

44. Anaheim Street & Figueroa Place (Harbor Freeway S/B Off-Ramp)
45. Harbor Freeway S/B Off-Ramp & Pacific Coast Highway
46. Vernon Avenue & Harbor Freeway Ramp
47. Franklin Avenue & Highland Avenue
48. Franklin Avenue & Western Avenue
49. Santa Monica Boulevard & Western Avenue
50. Vermont Avenue & Hollywood Freeway N/B On/Off-Ramps
51. Hollywood Boulevard & Highland Avenue
52. Hollywood Boulevard & La Brea Avenue
53. Hollywood Boulevard & Cahuenga Boulevard
54. Sunset Boulevard & Highland Avenue
55. Sunset Boulevard & Cahuenga Boulevard
56. Sunset Boulevard & La Brea Avenue
57. Sunset Boulevard & Vine Street
58. Sunset Boulevard & Fairfax Avenue
59. Sunset Boulevard & Crescent Heights.
60. Beverly Boulevard & La Cienega Boulevard
61. Silver Lake Boulevard, Temple Street & Virgil Avenue
62. 37th Street, Exposition Boulevard & Figueroa Street
63. Hillhurst Avenue, Hollywood Boulevard, Sunset Boulevard & Virgil Avenue
64. Fairfax Avenue, Olympic Boulevard & San Vicente Boulevard
65. La Cienega Boulevard & Rodeo Road
66. Western Avenue & Wilshire Boulevard
67. Wilshire Boulevard & Gayley Avenue
68. Wilshire Boulevard & Westwood Boulevard
69. Wilshire Boulevard & Glendon Avenue
70. Wilshire Boulevard & Veteran Avenue
71. Santa Monica Boulevard & Cotner Avenue (Includes On/Off-Ramps to San Diego Freeway)
72. Santa Monica Boulevard & Beloit Avenue (Includes On/Off-Ramps to San Diego Freeway)
73. Santa Monica Boulevard & Sepulveda Boulevard
74. Olympic Boulevard & Cotner Avenue
75. Ventura Boulevard & Sepulveda Boulevard
76. Ventura Boulevard & Van Nuys Boulevard
77. Van Nuys Boulevard & Valley Vista
78. Ventura Boulevard & Beverly Glen Boulevard
79. Ventura Boulevard & Coldwater Canyon Avenue
80. Barham Boulevard & Cahuenga Boulevard East
81. Barham Boulevard & Cahuenga Boulevard West
82. Lankershim and N/B Hollywood Freeway Off-Ramp
83. Tampa Avenue & E/B Ventura Freeway (101) Off-Ramp
84. Roscoe Boulevard & Haskell Avenue (East I/S)
85. Haskell Avenue & San Diego Freeway S/B Off-Ramp
86. San Fernando Road & Sunland Boulevard
87. Balboa Boulevard & Rinaldi Street
88. Tampa Avenue & 118 Freeway E/B On-Ramp
89. Nordhoff Street & Aqueduct Avenue
90. Nordhoff Street & Lindley Avenue

91. Burbank Boulevard & San Diego Freeway (405) N/B & S/B On/Off-Ramps
92. De Soto Avenue & Devonshire Street
93. De Soto Avenue & Chatsworth Street
94. Topanga Canyon Boulevard & Devonshire Street
95. Topanga Canyon Boulevard & Chatsworth Street
96. Ventura Boulevard & Haskell Avenue
97. Ventura Boulevard & Hayvenhurst Avenue
98. Ventura Boulevard & Balboa Boulevard
99. Ventura Boulevard & White Oak Avenue

3404D

NEWS

MAYOR TOM BRADLEY

Date: WEDNESDAY, JANUARY 20, 1988

IMMEDIATELY

Release:

Contact: Fred MacFarlane
Dee Dee Myers
(213) 485-5182

MAYOR SPEEDS TRAFFIC FLOW ON CURBSIDE LANES WITH HELP OF UTILITIES AND POSTAL SERVICE

Mayor Tom Bradley today (January 20) announced that with a "first-in-the nation" effort by the U.S. Postal Service and through major cooperation of area telephone, gas and water and power utilities, surface streets in Los Angeles during morning and evening rush hours will be clear of all vehicles, making them the "Fastest in the West."

Bradley stated that the Southern California Gas Company, American Telephone and Telegraph (AT&T), Pacific Bell, GTE California and the city Department of Water and Power have agreed to avoid parking their utility trucks and vans in rush hour curbside lanes during peak drivetime periods on heavily-traveled city streets.

Bradley said, "Except for cases of an emergency -- such as a downed power line, a broken water main, loss of telephone service or a natural gas leak -- utility company employees will now park their trucks and vans on side streets or in parking lots in order to leave curbside lanes open for commuters." Bradley said the utility companies have pledged to be solid partners in city's 8-point free-flowing traffic program unveiled in June 1987.

At parking lot news conference in downtown Los Angeles where Bradley was joined by representatives of major L.A. area utilities, Bradley said a traffic management plan involving the U.S. Postal Service's mail carrier vehicles will compliment the new free-flowing traffic steps being implemented by the utility companies.

- more -

Bradley said Los Angeles Postmaster Charles King and Van Nuys Postmaster William G. Jackson have agreed to do their best to keep postal services vehicles from making curbside stops during morning and evening rush hours. "In this cooperative effort with the U.S. Postal Service, mail carriers will be able to complete their appointed rounds without missing a stop and without slowing the flow of commuters on our busiest streets," Bradley stated.

Bradley said postal service officials have begun work on a plan with city transportation officials to facilitate postal vehicle parking on cross streets adjacent to mail boxes, postal services offices and large commercial office buildings whenever possible. He said the Postal Service will also restructure some mail pick-up and delivery routes to avoid curbside stops during peak hour periods on the heavily trafficked city streets.

"With the full implementation of the Free-Flowing Traffic Plan, mail moving through Los Angeles will now actually travel faster. U.S. Postmasters King and Jackson have told me that the Postal Service must maintain its efficient mail delivery services, and therefore they have a strong commitment to free-flowing traffic in Los Angeles." Bradley said. He stated that office building parking garages and public parking lots will be made accessible to postal services vehicles.

Bradley said that the final program in his quest to speed traffic flow citywide is to aid drivers of disabled autos by removing their street-clogging cars from congested streets as quickly as possible. He said city parking enforcement officers will use two-way radios to summon Official Police Garage tow trucks to remove disabled cars blocking traffic. Under the disabled car towing plan, motorists would not be charged for the push or tow from traffic to the nearest parking lot. Disabled car owners will not be charged parking fees while they summon a mechanic or a tow truck to take their vehicle to an auto repair shop, Bradley said.

NEWS

MAYOR TOM BRADLEY

Date: MONDAY, MARCH 7, 1988

Release: IMMEDIATELY

Contact: Fred MacFarlane
Dee Dee Myers
Lydia Shayne
(213) 485-5182

MAYOR HONORS RADIO/TV TRAFFIC REPORTERS, UNVEILS NEW L.A. STREET TRAFFIC INFO SYSTEM

Calling Los Angeles area radio and television traffic reporters "indispensable travel guides of the airwaves for anyone who drives a car on city streets and freeways," Mayor Tom Bradley today (March 7) honored traffic reporters for their work on behalf of the city's commuters.

Joined by traffic reporters Bill Keene of KNX-AM, Rhonda Kramer of L.A. (Traffic) Network, Paul Johnson of Metro Traffic, and Chuck Street of KIIS-AM and FM, Bradley proclaimed the week of March 7 to 13, 1988 "Traffic Reporters Week" in Los Angeles.

At a news conference held at the city's Transportation Department parking and traffic management dispatch center, Bradley also announced the kick-off of a new Los Angeles surface street traffic information system, called "Los Angeles Street-Alerts."

"L.A. Street-Alerts," which will air on 19 local radio stations and one television station, will enable local traffic reporters to provide morning and evening commuters with up-to-the-minute reports on construction tie-ups, intersection gridlock, special events and traffic-stopping accidents occurring on major surface streets throughout the city. "L.A. Street-Alert" traffic reports will also include alternative routes commuters may use to avoid traffic snarls on city streets.

The Transportation Department's Bureau of Parking Management will use over 500 traffic officers and supervisors to feed information about surface street problems via two-way radio to the Traffic Advisory Information Network at the city's central traffic management dispatch office. The information will be sent via wire service to radio and tv traffic reporters.

- more -

City Hall, Room 305, Los Angeles, California 90012

Bradley said over 500 traffic officers and supervisors will act as the eyes and ears for "L.A. Street Alerts." He said a city Transportation Department helicopter will be used during peak drive times (7:00 to 9:00 a.m./3:00 to 6:00 p.m.) for eye-in-the-sky surface street traffic surveillance as a compliment to the mobile ground-level traffic officers. Bradley stated package delivery firm, Federal Express, will also play a role in the Traffic Advisory Information Network. Using its extensive fleet of trucks and vans, Federal Express drivers will radio in traffic conditions that adversely affect traffic.

"'Los Angeles Street Alerts' are a key component of the 9-point free-flowing traffic plan I unveiled last August. Our ticketing and towing program for cars illegally parked curbside during peak hours has proven to be highly successful. Delivery vans and mail trucks no longer make curbside stops on our busiest streets during morning and evening 'rush hours.' And citizen traffic mobility committees are developing plans for speeding traffic through the city's most heavily traveled areas.

"The addition of the Traffic Advisory Information Network will now give commuters the best information possible for planning their routes to work or home on the city's 6,400 streets and through the city's 38,600 intersections," Bradley stated.

#

LOS ANGELES STREET ALERTS

L.A. AREA MEDIA OUTLETS

L.A. NETWORK STATIONS:

1. KFWB-AM
2. KKGO-FM
3. KROQ-FM
4. KDAY-AM
5. KRLA-AM
6. KCLA-FM

METRO TRAFFIC STATIONS:

7. KNX-AM
8. KABC-AM
9. KLAC-AM
10. KZLA-FM
11. KJCI-FM
12. KGIL-AM
13. KGIL-FM
14. KPWR-FM

STATION-RUN TRAFFIC NEWS and INFORMATION:

15. KFI-AM
16. KOST-FM
17. KIIS-AM
18. KIIS-FM
19. KMPC-AM

TELEVISION NEWS TRAFFIC REPORTS:

1. KNBC-TV

NEWS

MAYOR TOM BRADLEY

Date: MONDAY, MARCH 14, 1988

Contact: Fred MacFarlane
Dee Dee Myers
Lydia Shayne
(213) 485-5182

Release: IMMEDIATELY

MAYOR ANNOUNCES CITY TRAFFIC FLOW - TRAFFIC SAFETY IMPROVEMENT PROGRAM

Mayor Tom Bradley today (March 14) announced a major new series of traffic flow and traffic safety improvements, to be completed by June 30, 1989, which will greatly enhance mobility on surface streets citywide.

Bradley said, "We intend to create "high mobility streets" in virtually every area of Los Angeles, and at the same time promote 'safer streets' by protecting residential neighborhoods from an onslaught of commuters.

"Our Mobility Action Committees have identified up to one hundred traffic flow and safety improvements for as many as 287 major city surface streets and intersections. Once these improvements have been made, traffic flow on those streets will be improved by an average of 30%, while traffic safety is improved by an average of 25%," Bradley said.

Bradley stated that his traffic flow - traffic safety improvement program will be funded by increased "peak hour" parking violation fines which rose to \$53 today (March 14) from their former \$28 level.

"Every driver in the city will be able to benefit from motorists who illegally park their cars on key arteries at peak hours. We will use their fines to fund the traffic flow and safety improvement projects which will convert many of our streets from congested avenues to fast-flowing boulevards. The city expects to raise \$6 million from the increased 'peak-hour' curbside parking fines during the next fiscal year. We will be spending a substantial amount of that money to make driving the streets of Los Angeles faster and safer." Bradley said. This \$1.4 million program will begin as soon as council approves the project.

Bradley said city transportation officials and community-members of the city's Mobility Action Committees developed the high-priority list of surface street improvements that are designed to make our streets safer and to reduce the amount of time drivers spend in their cars traveling from one destination to another in Los Angeles.

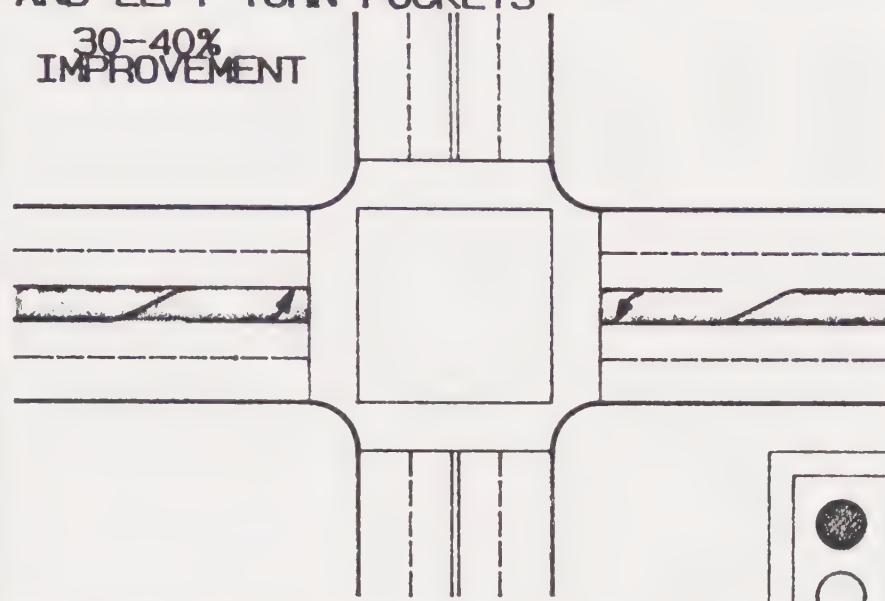
Bradley stated there are six primary traffic flow and safety improvements that should reduce "peak hour" commuting time and improve overall surface street safety. These improvements include:

1. Left Turn Pockets: Designated left turn lanes which speed traffic flow by allowing left turning vehicles easy left turn access without impeding the flow of on-going traffic.
2. Continuous Channel Lanes: Continuous median left turn lane for use by vehicles in either direction of traffic to speed the flow of traffic.
3. Reversible Lanes: Peak hour traffic lane adjustments which add lanes to the predominant flow of traffic and that are adjusted in direction from morning "rush hour" to evening "rush hour."
4. Left Turn Restrictions: Posted signs preventing all left turns by vehicles during peak hour, high density traffic.
5. Peak Hour Lanes: Posted signs restricting curbside parking during morning and evening "rush hours" (e.g. 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. or 3:00 p.m. to 7:00 p.m.).
6. Traffic Signal Timing: Creating extended green lights on major thoroughfares to speed traffic flow (e.g. increase green light from 80-seconds to approximately 2-minutes).

Bradley stated that in addition to using parking fines for traffic flow and traffic safety improvements, the city Transportation Department will implement an overall City Traffic Mobility Action Plan. He said extra transportation staff will be hired to help reduce existing backlogs in scheduled traffic improvements. He said Transportation Department officials will also accelerate traffic flow and traffic safety improvements at up to 60 additional locations citywide.

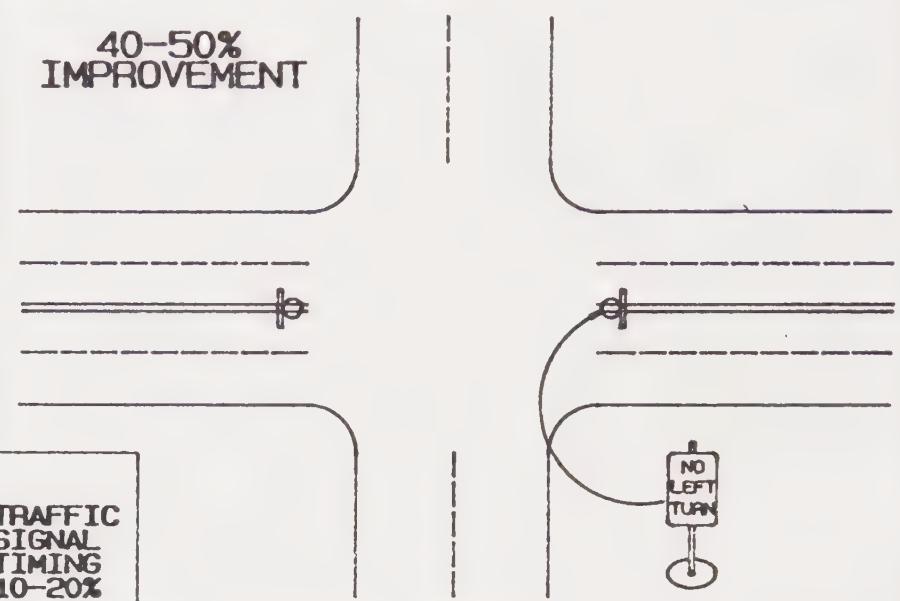
**CONTINUOUS CHANNELIZATION
AND LEFT TURN POCKETS**

**30-40%
IMPROVEMENT**



PROHIBIT LEFT TURNS

**40-50%
IMPROVEMENT**

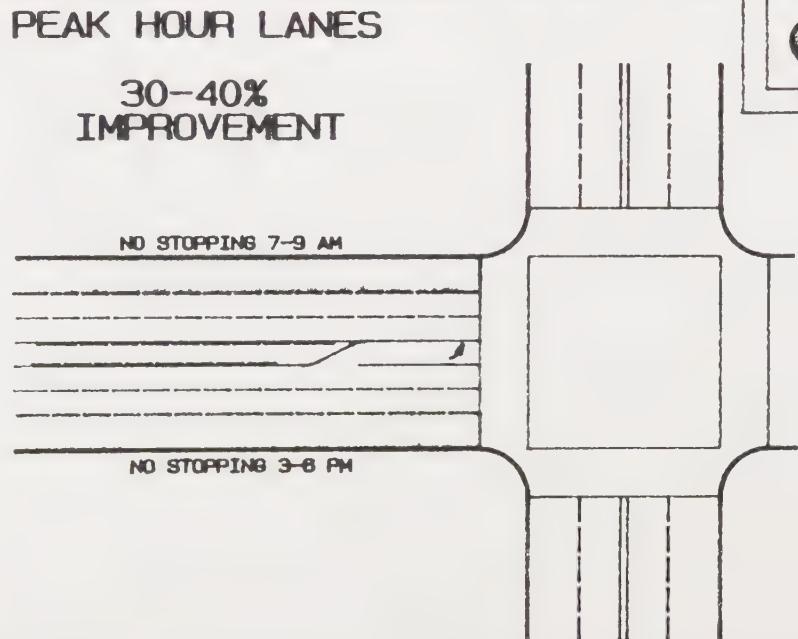


PEAK HOUR LANES

**30-40%
IMPROVEMENT**

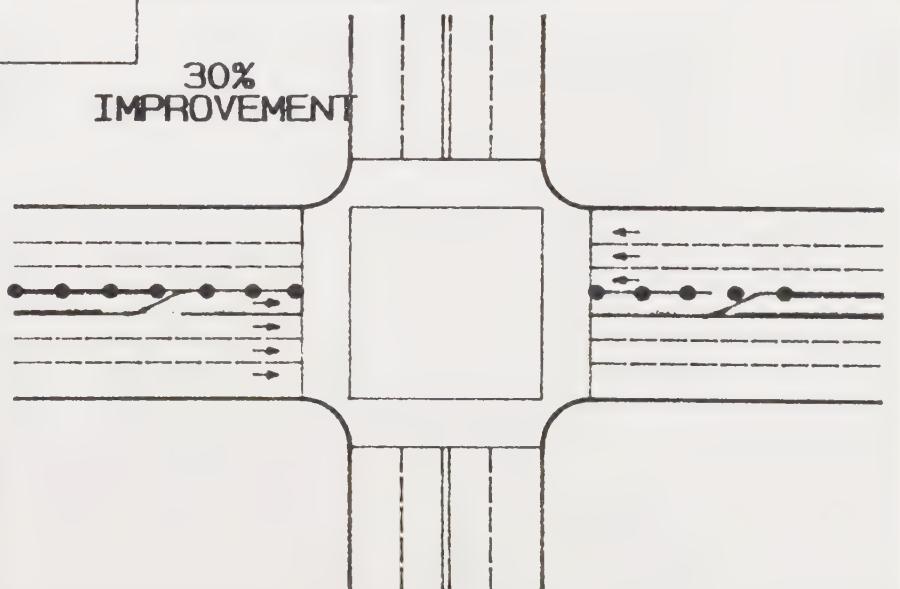
NO STOPPING 7-9 AM

NO STOPPING 3-6 PM



REVERSIBLE LANES

**30%
IMPROVEMENT**



HOLLYWOOD/WILSHIRE AREA

<u>Location</u>	<u>Improvement</u>
1. Franklin Ave. bet. Wilcox Ave. & Cahuenga Bl.	Side-by-side left-turn pockets
2. Western Ave. N/O Santa Monica Bl.	Lengthen and add left-turn pocket
3. Edgemont St. at Sunset Bl.	2-way left-turn lane
4. Virgil Ave. bet. Temple St. & Wilshire Bl.	Left-turn pockets
5. Beverly Bl. at La Cienega Bl.	Double left-turn lanes
6. Robertson Bl. bet. Alden Dr. & Burton Way	Left-turn pockets
7. Venice Bl. bet. Arlington Ave. & Western Ave.	Left-turn pockets
8. Fountain Ave. at Sunset Bl. & Myra Ave.	Left-turn pockets
9. 3rd St. (south side) bet. Fairfax Ave. & La Cienega Bl.	Peak-hour parking
10. Western Ave. bet. Franklin Ave. & Venice Bl.	Peak-hour parking restrictions
11. Venice Bl. (north side) bet. Arlington Ave. & Figueroa St.	Peak-hour parking restrictions
12. Crenshaw Bl. bet. Wilshire Bl. & Washington Bl.	Peak-hour parking restrictions
13. Crescent Heights Bl. bet. Willoughby Ave. & Wilshire Bl.	Peak-hour left-turn restrictions
14. Wilton Pl. bet. Hollywood Bl. & 6th St.	Peak-hour left-turn restrictions
15. Normandie Ave. bet. Hollywood Bl. & Wilshire Bl.	Peak-hour left-turn restrictions
16. Los Feliz Bl. bet. Ferndell Dr. & Vermont Ave.	Peak-hour left-turn restrictions

<u>Location</u>	<u>Improvement</u>
17. Temple St. bet. Virgil Ave. & Alvarado St.	Peak-hour left-turn restrictions
18. Silverlake Bl. bet. Effie St. & Marathon St.	Peak-hour left-turn restrictions
19. Pico Bl. bet. Western Ave. & Vermont Ave.	Peak-hour left-turn restrictions
20. Cahuenga Bl. & Wilcox Ave. bet. Franklin Ave. & Melrose Ave.	One-way couplet
21. Franklin Ave. at Vermont	Left-turn pocket
22. Franklin Ave. at Hillhurst	Left-turn pocket
23. Highland Ave. s/o Franklin Ave.	Parking restrictions
24. Highland Ave. s/o Sunset Bl.	Parking restrictions
24. Highland Ave. Hollywood Bowl to Santa Monica Bl.	Signal Timing
25. Franklin Ave., Highland Ave. to La Brea	Signal Timing
26. La Brea Ave., Romaine St. to Santa Monica Fwy.	Signal Timing
27. La Cienega Bl., Olympic Bl. to Santa Monica Fwy. & Rodeo Rd. to Jefferson Bl.	Signal Timing
28. Vermont Ave., Wilshire Bl. to Santa Monica Fwy.	Signal Timing
29. Crenshaw Bl., Rodeo Rd. to Vernon Ave.	Signal Timing
30. Western Ave., Sunset Bl. to Melrose Ave.	Signal Timing
31. Glendale Bl., Glendale Fwy. to Temple St.	Signal Timing

<u>Location</u>	<u>Improvement</u>
32. Vicinity of Temple St., Virgil St, Beverly Bl.	Signal Timing
33. Highland Ave., Melrose Ave. to Olympic Bl.	Neighborhood traffic control
34. Cahuenga Bl. West n/o Mulholland Bridge	Left-turn arrow
35. Van Ness and Melrose Ave.	Left-turn lane
36. Wilshire Bl. at La Brea Ave. & at Fairfax Ave.	Remove median for left-turn pockets

WESTERN AREA

<u>Location</u>	<u>Improvement</u>
1. Wilshire Bl. bet. Centinela Ave. & Barry Ave.	Peak-hour parking restrictions
2. Wilshire Bl. bet. Glendon Ave. & Comstock Ave. (north side)	Peak-hour parking restrictions
3. Santa Monica Bl. bet. Centinela Ave. & Sawtelle Bl.	Peak-hour parking restrictions
4. Santa Monica Bl. (north roadway) - bet. Bentley Ave. & Club View Dr. (north side)	Peak-hour parking restrictions
5. Pico Bl. bet. Centinela Ave. & Gateway Bl.	Peak-hour parking restrictions
6. Sepulveda Bl. north of National Bl. to Venice Bl.	Peak-hour parking restrictions
7. Motor Ave. bet. Manning Ave. & Monte Mar Dr.	2-way left-turn lanes
8. Robertson Bl. bet. Cadillac Ave. & Cattaraugus Ave.	Median channelization & parking restrictions
9. Santa Monica Bl. bet. Bundy Ave. & Sepulveda Bl.	Signal Timing
10. Lincoln Bl. (State Hwy) bet. Commonwealth Ave. & Washington Bl.	Signal Timing
11. La Cienega Bl. bet. 18th St. & Venice Bl.	Signal Timing
12. Roxbury Dr./Cashio St.	Neighborhood traffic control
13. Beverwil Dr./Beverlywood St.	Neighborhood traffic control
14. 77th St. & Sepulveda Bl.	Left-turn delay
15. 83rd St. & Lincoln Bl.	Left-turn delay

<u>Location</u>	<u>Improvement</u>
16. La Tijera Bl. bet. Manchester Ave. & San Diego Fwy.	Peak-hour parking restrictions
17. Club View Dr. bet. Santa Monica Bl. and Wilshire Bl.	Neighborhood traffic control
18. Lincoln Bl. bet. Venice Bl. and Washington Bl.	Peak hour parking restrictions
19. Lincoln Bl. bet. 83rd. St. and Manchester Ave.	Peak hour parking
20. King Bl. from Leimert Bl. to Normandie Ave.	Curb lane striping
21. Beverly Glen Bl. and Santa Monica Bl.	Left-turn arrow
22. Century Park East and Little Santa Monica Bl.	Left-turn arrow
23. Century Park East and Constellation Ave.	Left-turn arrow
24. Century Park East and Galaxy Way	Traffic Signal

CENTRAL AREA

<u>Location</u>	<u>Improvement</u>
1. Boylston St. bet. Academy Rd. & Stadium Way	Neighborhood traffic control
2. Solano Ave. near W/o Pasadena Fwy	Neighborhood traffic control
3. Alpine St. & College St.	One-way couplet in Chinatown
4. Mission Rd. bet. Golden State Fwy. & Sichel St.	Remove median islands for left-turn lanes
5. Marengo St. & Soto St.	Remove median islands for double left turns
6. Olympic Bl. & Soto St.	Left-turn phase
7. Anderson St. bet. 1st St. & 4th St.	Commercial vehicle loading
8. N. Figuoroa St., Ave. 50 to Colorado Bl.	Signal Timing
9. Sunset Bl., Main St. to Vermont Ave.	Signal Timing
10. Colorado Bl. and Broadway	Signal Timing
11. Whittier Bl. and Boyle Ave.	Channelization

SOUTHERN AREA

<u>Location</u>	<u>Improvement</u>
1. Hoover St. bet. Imperial Hwy. & El Segundo Bl.	Neighborhood Traffic Control
2. Anaheim St. bet. Figueroa St. & Alameda St.	Regulation of Trucks
3. Figueroa St. bet. Manchester Ave. & Imperial Hwy.	Peak-hour parking restrictions
4. Vermont Ave. at 54th St. & at Slauson Ave.	Left-turn lanes
5. Gage Ave. & Normandie Ave.	Left-turn lanes
6. Anaheim St. at Figueroa St.	Double left-turn lanes
7. Wilmington Ave. bet. 108th St. & Santa Ana Bl.	Reduce accident potential
8. Gaffey St. bet. Harbor Frwy. and 25th St.	Signal Timing/Reversible lanes
9. Pacific Ave. bet. Front St. and Shepard St.	Signal Timing

WEST SAN FERNANDO VALLEY AREA

<u>Location</u>	<u>Improvement</u>
1. Balboa Bl. bet. Devonshire St. & Ventura Fwy.	Peak-hour parking restrictions
2. DeSoto Ave. bet. Devonshire St. & Victory Bl.	Peak-hour parking restrictions
3. Topanga Cyn. Bl. bet. Simi Fwy. & Ventura Bl.	Peak-hour parking restrictions
4. Ventura Bl. bet. Reseda Bl. & Topanga Cyn. Bl.	Peak-hour parking restrictions
5. Ventura Bl. bet. Sepulveda Bl. & Woodlake Ave.	Signal Timing
6. Vanowen bet. Sepulveda Bl. and White Oak Ave.	Peak-hour parking
7. Sherman Way bet. Van Nuys & Balboa Bl.	Signal Timing
8. Devonshire St., bet. Sepulveda Bl. & Topanga Canyon Bl.	Signal Timing
9. Warner Center Area	Signal Timing
10. Ventura Bl. bet. Balboa and E/o Sepulveda Bl.	Reversible lane/Signal timing
11. Victory Bl. bet. Topanga Cyn. Bl. & San Diego Fwy.	Signal Timing/Reversible lanes

EAST SAN FERNANDO VALLEY AREA

<u>Location</u>	<u>Improvement</u>
1. Ventura Bl. bet. Sepulveda Bl. Lankershim Bl.	Peak-hour parking restrictions
2. Sepulveda Bl. bet. Ventura Bl. & San Diego Fwy. (southerly)	Peak-hour parking restrictions

<u>Location</u>	<u>Improvement</u>
3. Laurel Canyon Bl. bet. Ventura Bl. & Ventura Frwy.	Peak-hour parking restrictions
4. Woodman Ave. bet. Roscoe Bl. & Sherman Way	Peak-hour parking restrictions
5. Sherman Way bet. Tujunga Ave. and Fulton Ave.	Peak-hour parking restrictions
6. Sunland Bl. bet. San Fernando Rd. & Golden State Frwy.	Peak-hour parking restrictions
7. Victory Bl. bet. Sepulveda Bl. & Hollywood Frwy.	Peak-hour parking restrictions
8. Vanowen St. bet. Sepulveda Bl. & Woodman Ave.	Signal Timing
9. Moorpark St. bet. Cahuenga Bl. & Woodman Ave.	Signal Timing
10. Arterial highways Valley-wide	Peak-hour parking restrictions

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